



Galaxy B (Poet): Design & CMF

Organic Style
Easy of Use
Ergonomic form



SAMSUNG STRICTLY

SAMSUNG

Bigfoot A (Saturn): Design & CMF

Seamless & Clean look
Smooth rounded design
for comfortable grip
Youthful/ Fashionable



Easy to Use qwerty-keypad



Transparent High Glossy Material



Tracking Ball Control Navi

Targeted to the fashionable Web generation with a large Full-Touch LCD and Trackball navi-key

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GOOGLE-01-00136101

SAMSUNG

Vins: Design & CMF

Futuristic - Combination of softness and solid feel



Ergonomic Curves



Elegance & Ergonomic shape



Soft Touch Finish

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GOOGLE-01-00136102

SAMSUNG

Sprint 2009 Android Product

Instinct-Q
('09.3Q)CDMA Android
(Sprint)

- **3.2" HVGA AMOLED**
- EVDO Rev.A, Dual Band(800, 1900)
- 15.9mm Thickness w/ 1500mAh Battery

Operator Features

- NFL, NASCAR, Sprint TV, Telenav
- GPS
- Active Sync
- FOTA (over DM)

Vivid Color
Vivid ColorHigh Contrast
High ContrastOutstanding
LuminescenceBetter Sunlight
Readability

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SAMSUNG

T-Mobile / Global 2009 Android Product

Houdini / Orion

('09.2Q/3Q)



Stylish with extreme Display

- 115 x 56 x **11.9 mm**
- Eco-friendly Vivid **AMOLED** LCD
- Tempered Glass

Rich Media Innovator

- Best Browsing Experience
- Store a nice bit of Media files in **8GB Memory**
- Enjoy online service constantly with **1500mAh Battery**
- Stereo BT Headset
- Video recording

Vivid Color
Vivid ColorHigh Contrast
High ContrastOutstanding
LuminescenceBetter Sunlight
Readability

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Global Android Product

Spica
('09.3Q)

Compact stylish Design

- **3.0" WQVGA TFT LCD**
- **12.9mm Thickness w/ 1500mAh Battery**

Enhanced UI & Features

- **TouchWiz UI**
- **Touch Player**
- **Rich camera shots & effects**
- **DM FOTA**
- **Standard JAVA support**
- **Active Sync**
- **Support Operator's Customization**



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Global Android Product

Naos
('09.3Q)



Easy Messaging

- **Full Touch & QWERTY keyboard**
- Instant messenger & Consumer E-mail

Rich Media Innovator

- Google Mobile Services
- Android Market
- Best Game controlling
- Enjoy online service constantly with

1500mAh Battery

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GOOGLE-01-00136107



Morrison

Connect and share everywhere
– from anywhere.

Type	UMTS
Battery	1400 mAh
Display	3.1" HVGA Touch
Memory	1GB internal + up to 32GB microSD
Data / Network	HSPA, Wifi, GPS
Connectivity	USB, Bluetooth 2.0, 3.5mm audio
Camera	5MP AF

Motorola
Confidential
March 2009

Motus

New design.
New experience.

Type	UMTS
Battery	1400 mAh
Display	3.1" HVGA Touch
Memory	1GB internal + up to 32GB microSD
Data / Network	HSPA, Wifi, GPS
Connectivity	USB, Bluetooth 2.0 3.5mm audio
Camera	5MP AF



Motorola Confidential
March 2009

Zeppelin

Your connections.
Your character.

Type	UMTS
Battery	1400 mAh
Display	3.1" HVGA Touch
Memory	1GB internal + up to 32GB microSD
Data / Network	HSPA, Wifi, GPS
Connectivity	USB, Bluetooth 2.0 3.5mm audio
Camera	5MP AF



Motorola
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Sholes CDMA

Ultimate Hero Device: The Best QWERTY, In Best-in-Class Tablet Size

Unrivalled Innovation Powered by the 500Mhz OMAP3 processor, WVGA display and 3D graphics acceleration.

Google Mobile Services and Experiences delivered through Android Éclair enhancements and optimized applications.

World's Best Mobile Internet Experience enabled by Google's browser, Flash Lite, search and maps all on a huge high fidelity display.

Best in Class Messaging with an easy to use slide out QWERTY, MS exchange support and full SMS/MMS.

Rich Application and Content Expandability through OTA, PC Sync and the Android Marketplace.



SPECIFICATIONS

- QWERTY Touch Slider
- 3.7" 16:9 WVGA Display, 480x854
- CDMA 800/1900; CDMA 1X / EV-DO Rev A
- 5MP AF camera with dual-LED flash
- 8GB Memory
- 16GB and 32GB available
- Wifi 802.11 b/g
- aGPS & E-compass
- 3 axis Accelerometer and Proximity Sensor
- USB 2.0 HS, Bluetooth 2.0 EDR
- 3.5mm Headset

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Sholes CDMA CMF and Cobranding



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Sony Ericsson

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Rachael Sensuous Black

20 Feb. 2009 LUX Creative Design Center



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Rachael Luster White

23 Feb. 2009 LUX Creative Design Center

Rachael basic specification

Tablet form factor

WVGA 4.0inch Display

Dimensions 119H x 63W x 12D (Max 13D)

Qualcomm Snapdragon 8250 1GHz clock

Capacitive full touch panel

8.1M AF camera

8GB microSD bundled(TBD)

384MB RAM/1GB ROM

Battery 1500mAh

3.5mm HP jack

SEPort: micro USB

RF variant: Triband UMTS+EDGE quad

A-GPS

BT 2.0

Wi-Fi 11b/g

Accelometer 6 axis

RTL color:TBD

MediaGo compatible as PC client





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Streak Positioning

Your Dell PC to-go



World's Smallest Big-Screen

World's thinnest 5" mobile Internet device

- At <10mm and only 116cc, it easily fits in your pocket or purse so its always with you

Web in-the-pocket

Immersive PC-like browsing/surfing

- 5" (800 x 480) screen for full page view
- Motion sensors & multi-touch gestures for simple easy manipulation of pages
- Performance & capability to consume the full web (not mobile web)

Immersive Entertainment

Movies, TV shows, web streaming to-go

- Beautiful large 5" with HD content playback
- Simple access to all your content

Taking my Dell on the-go

Synch/sharing of all my content on my PC

- Stream, download, access all of my photos, videos, music, and files from my home PC
- Seamless sync my email, contacts, calendar
- Easily upload directly to my PC

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Smartphone Roadmap

Roll-out strategy:

- China Touch Q2 CY09
- EMEA Touch Q3 CY09
- US Touch & Touch Qwerty Q4 CY09



Flare *(Gen Y, social networking, you "gotta have" device for me and my friends)*
3.5" WVGA, 3MP Camera, Touch & Qwerty, Android OS, TRI-BAND UMTS/EDGE/WIFI/GPS/BT

Q4 CY09



Spark *(Uncompromised multi-tasking for the business professional)*
3.5" WVGA, 3MP Camera, Touch & Qwerty, Android OS, TRI-BAND UMTS/EDGE/WIFI/GPS/BT

Q4 CY09



Blaze *(Discerning individuals looking for the best balance of style and capabilities)*
3.5" WVGA, 3MP Camera, Touch only, Android OS, TRI-BAND UMTS/EDGE/WIFI/GPS/BT

Q2 CY09

Beacon TD (CMCC)

Blaze Specs + TD-SCDMA + 5MP Camera

Q1 CY10



Benzina *(Trendsetting professional, style and image conscious, willing to pay for the very latest, wants the world to see, I have "it")*
3.5" WVGA, 3MP Camera, Touch only, Android OS, EDGE/WIFI/GPS/BT

Q2 CY09

Benzina 3G Refresh (AT&T)

Benzina Specs + Dual Band UMTS + 5MP Camera

Q4 CY09

Q1 FY10			Q2 FY10			Q3 FY10			Q4 FY10			Q1 FY11			Q2 FY11		
Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul

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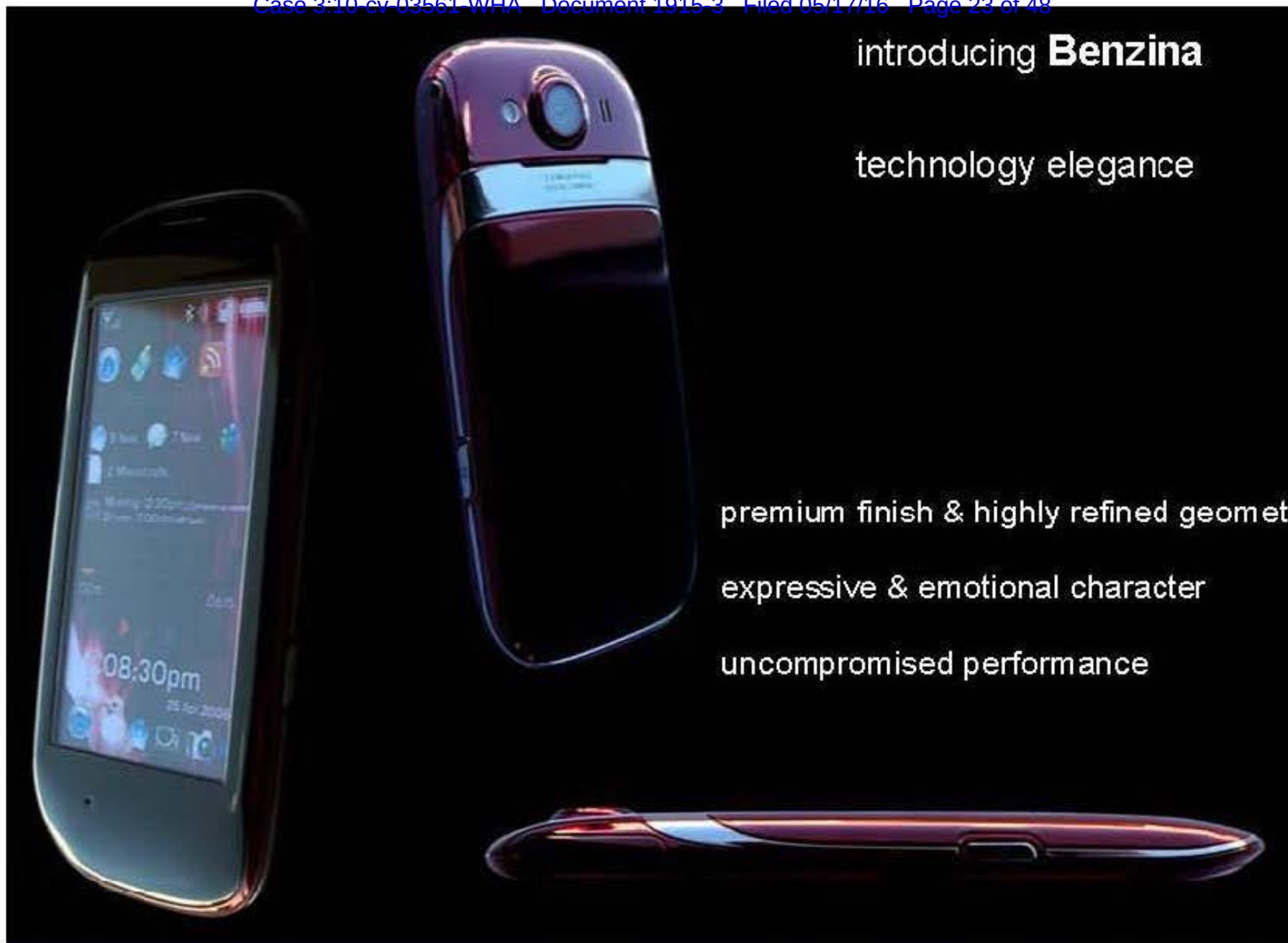
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introducing **Benzina**

technology elegance

premium finish & highly refined geomet

expressive & emotional character

uncompromised performance

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leather
texture

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BLAZE



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from first look, **SPARK** exudes performance

large full touch display

purposeful controls throughout the device



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SPAR
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hi. I am **FLARE**

for the social networker

expressive & energetic

come join my tribe

UI optimized for touch

best, largest screen in class



DELL

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FLARE



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TWIS
T

Desirable

TWIS
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Inspired

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BEACON

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STREAK: Pushing ID Limits



NCVM for premium finishes, Picasso for personalization

5" diagonal capacitive touch display with WVGA 800x480 resolution

5 megapixel camera with autofocus and flash

Front VGA camera for video chat



30-pin system connector



Capacitive touch front buttons

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STREAK: Accessories

An ecosystem of accessories styled to match the handset and support the



PSU travel charger
w/ removable plugs

Home dock w/ AV
output

USB sync/charge
cable

3.5mm headset w/
mic

Not shown: auto/air charger, auto cradle,
etc.

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Partner Update (Jennie - text version)

● Google Experience opportunities

- T-Mobile negotiating amendment underway
- Singtel-Optus Agreement completed and device launched
- Vodafone Master Agreement completed
 - Five Contract of Adherences executed with France, UK, Italy, Spain & Germany
- Docomo definitive agreement negotiations underway
- Verizon term sheet negotiations underway
- CMCC & China Unicom

● Unbundled GMS + Android Open Source pipeline:

- OEMs: HTC, Moto, Dell, SEMC, Samsung, ASUS, LG, Lenovo, Acer, Quanta, Kyocera, Huawei, Sharp, toshiba, Panasonic, NEC, Inventec, Foxconn
- Android Market only for Operators: Sprint, Roger, Bell

● Other key Android deals

- SVOX - text to speech
- Paypal - Android market
- AMDOCS - Carrier billing support
- ASUS
- Android for TV discussions w/ Ben
- Android for netbook discussions w/ Sundar

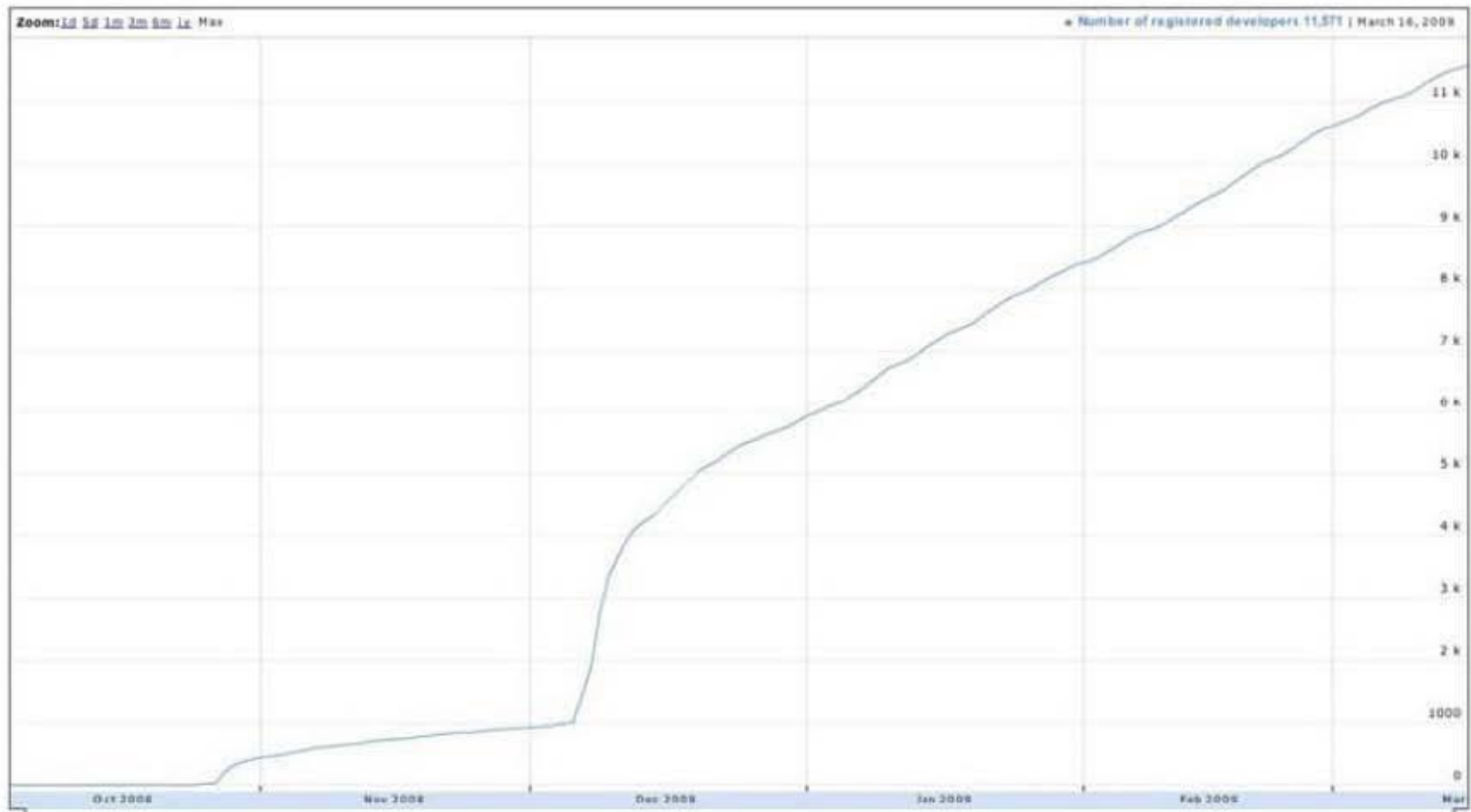
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Theme: Disruption

- Mobile Platform
 - Changed mobile platform landscape - Nokia, Microsoft, Limo adjusted their strategy
- Semiconductor companies
 - Android is now the Linux platform for chip vendors- Qualcomm, TI, Marvell, etc.
 - Example: QCOMM has 40 Android-based design wins
- OEM
 - Leveraging Android and Google to minimize carrier wall garden and requirements
 - Replaced Symbian and Windows Mobile in many smartphone devices
- Carriers
 - Willing to "experiment" with no carrier-control open service & device model - T-Mobile, Vodafone, NTT DoCoMo, etc.
 - Using Android to lessen Nokia and Apple influence
- Developers
 - Android is ahead of Java, S60, & WinMo as premier mobile platform to target
 - Developers want Android Market to be the one and only content "store" for Android
- Users
 - Android users access the internet & connected services more

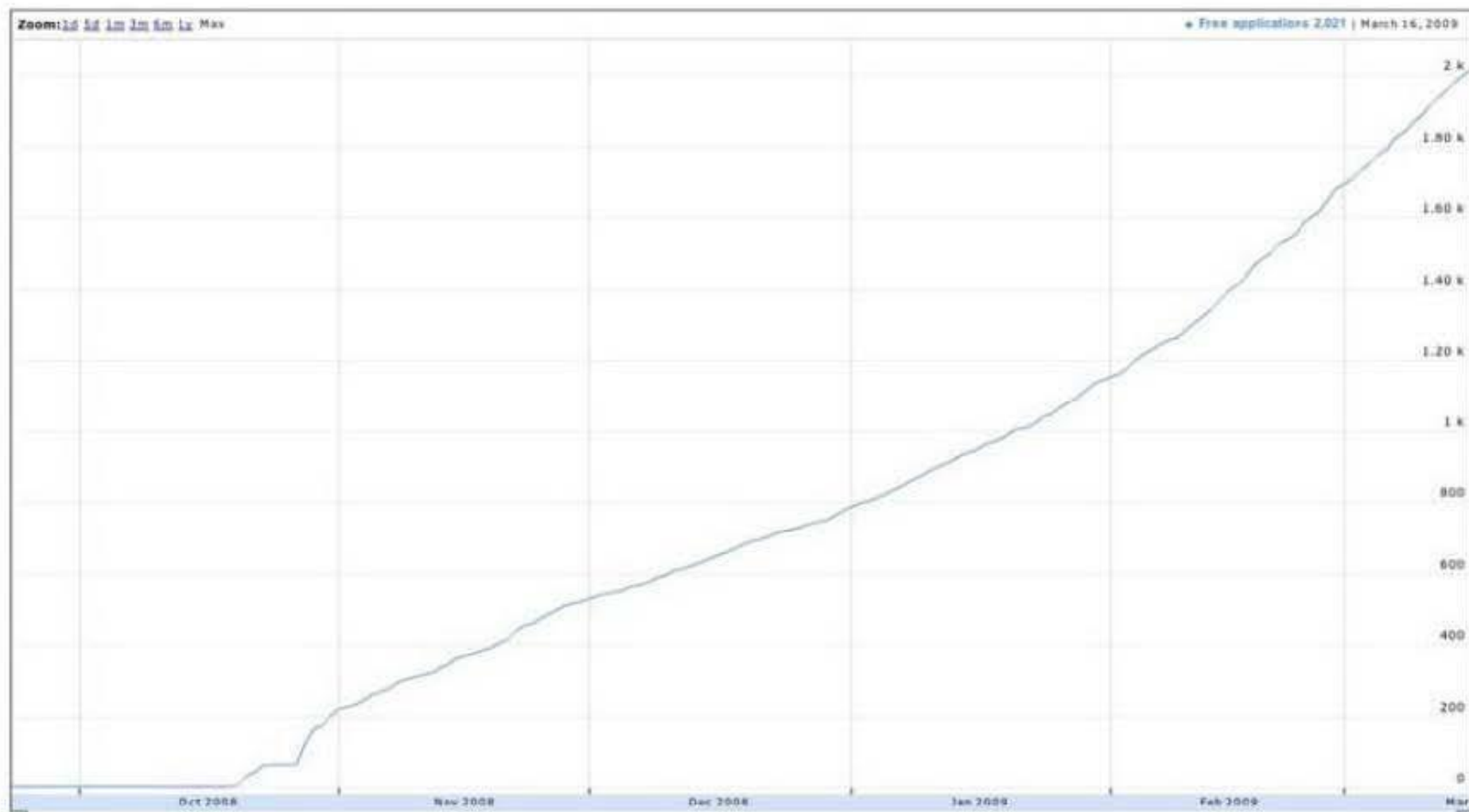


Developers



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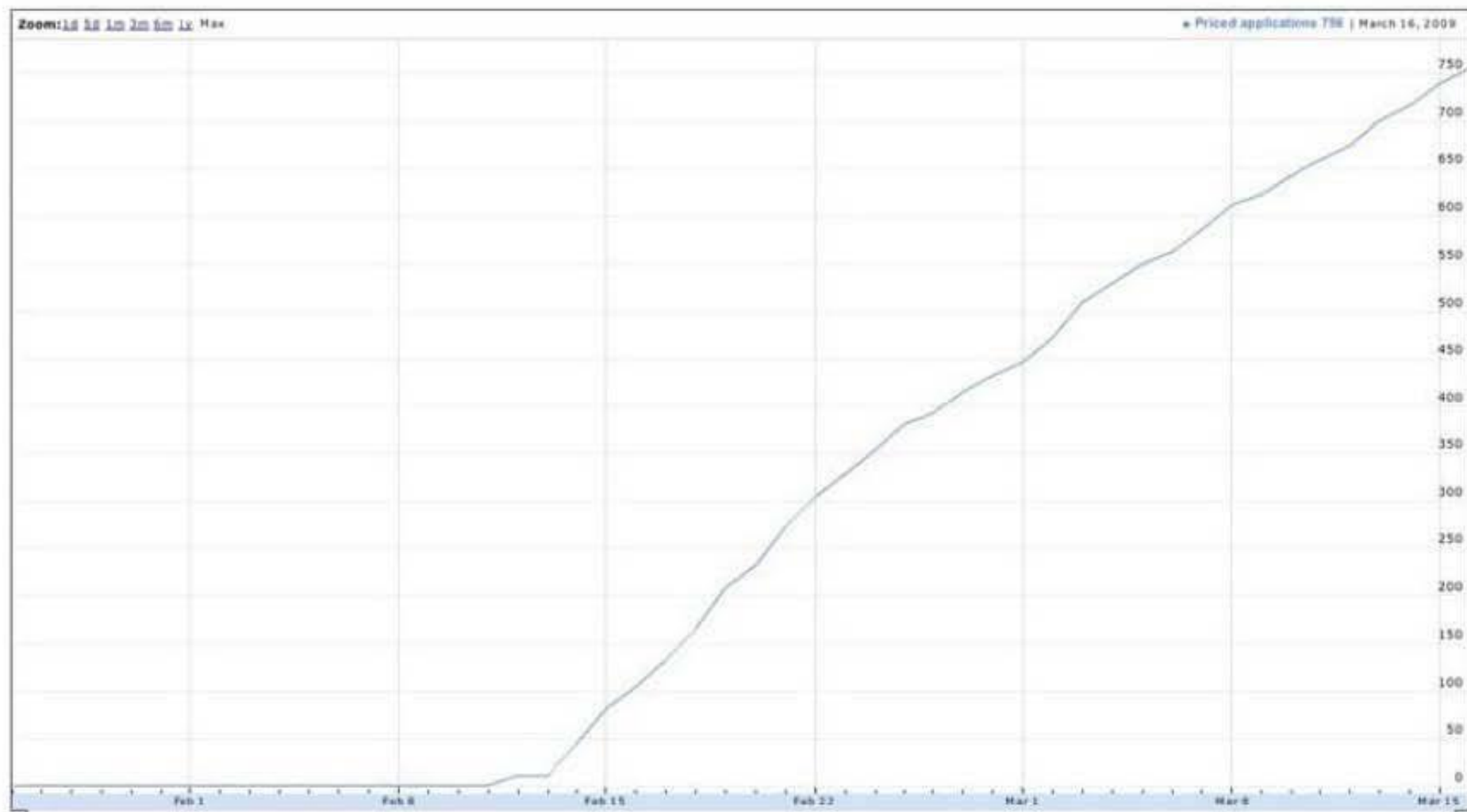
Free apps



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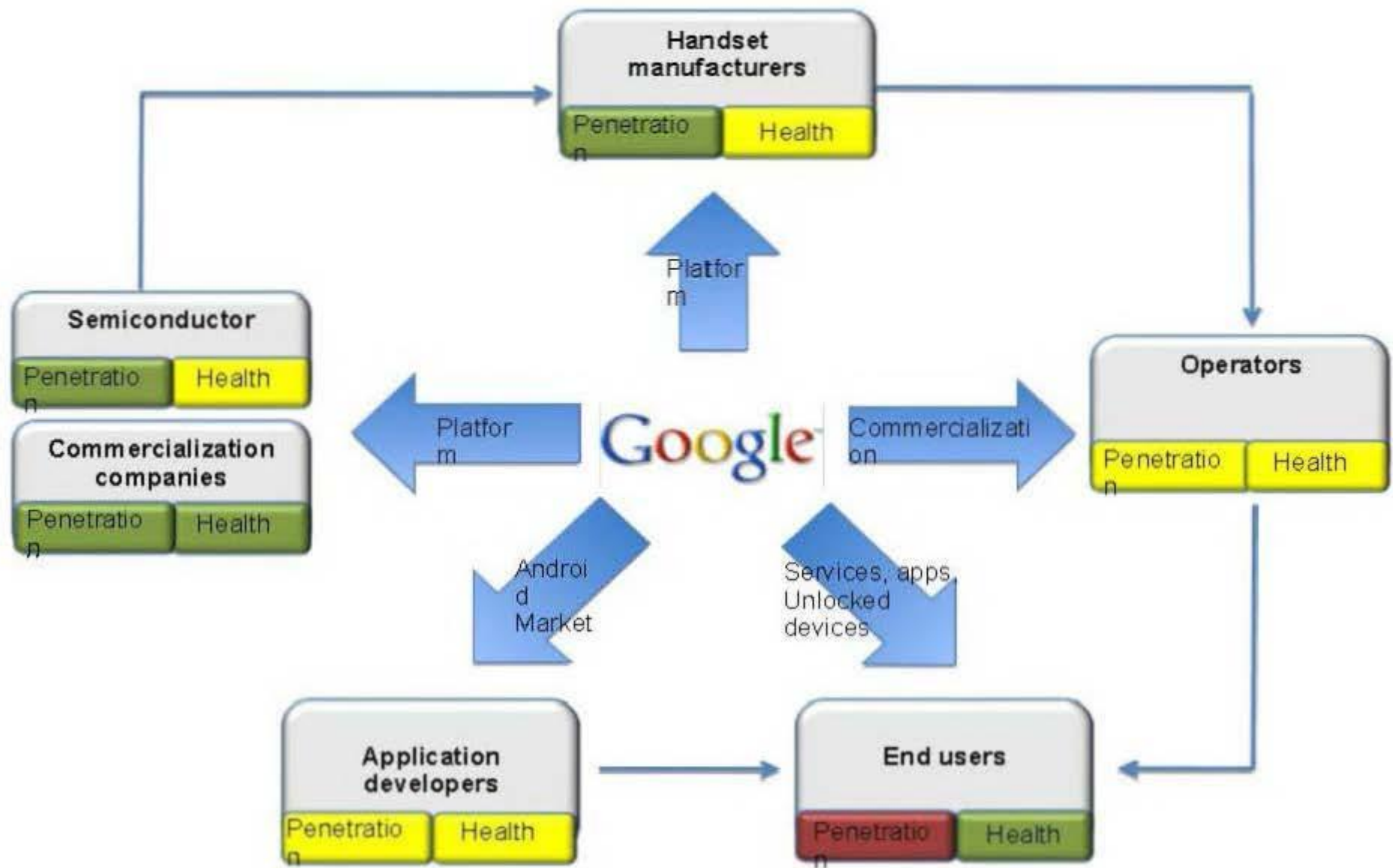


Paid apps



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Android ecosystem state



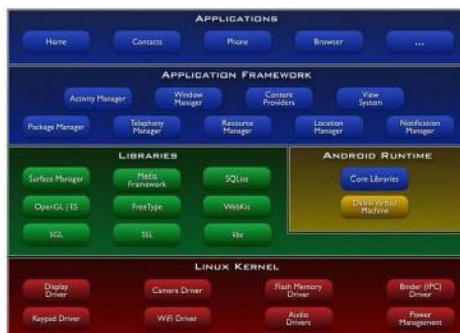
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Three Sub-Efforts Work in Concert



Android Open Source Platform

- Organic Adoption
- Includes HTML browser
- The real revenue opportunity



Unbundled Google Apps

- Depends on Android Platform
- Normal SPD sales path
- Unblocks OEMs from distributing Google apps
- Apps auto-update themselves

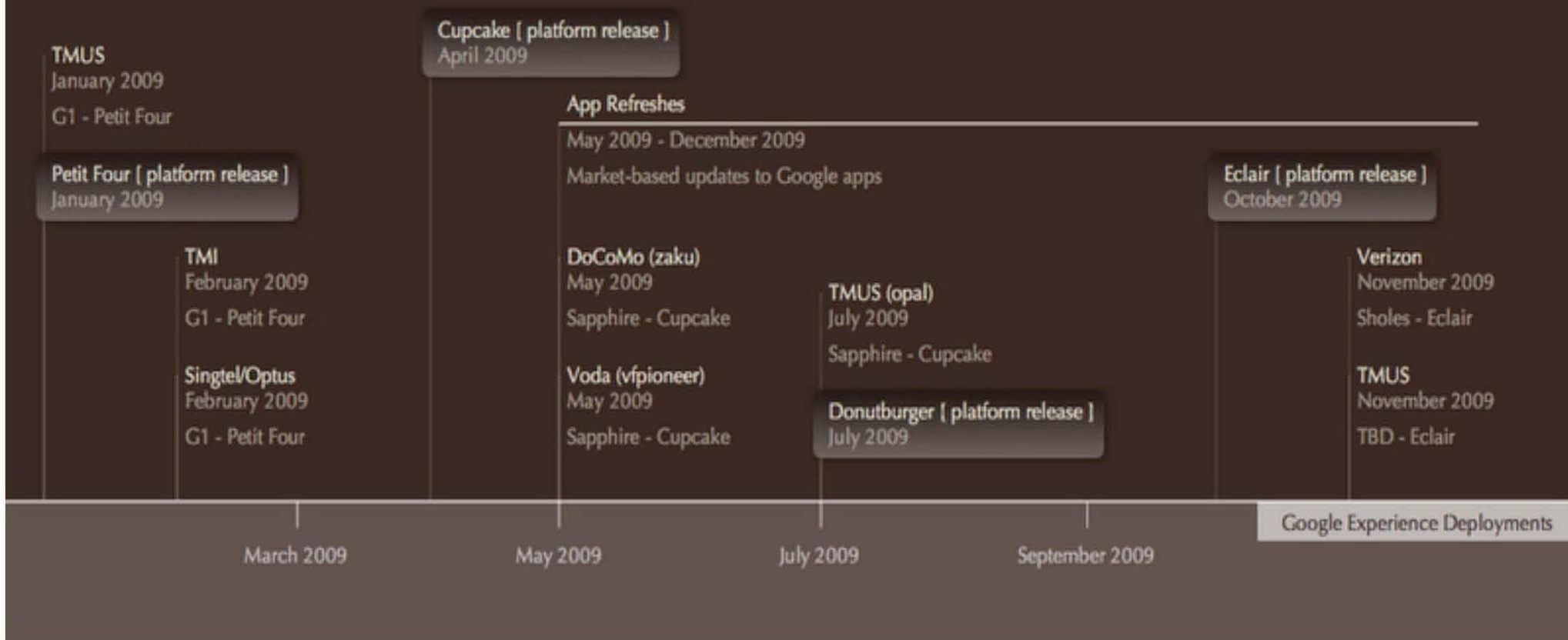


Google Experience Devices

- Two devices per year
- Tightly integrated "with Google" (branded?)
- Managed device: OTAs, setting storage, mandatory GAIA, etc.
- Deep carrier partnerships
- Only will consider volume > 1M

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Google Experience Deployments



Deployment Summary

Today

- time lag: 1 OEM and 9 operators launched

By year end...

- 9+ major OEMs with handsets in market
- 15+ unique device models in market
- 20+ operators launched

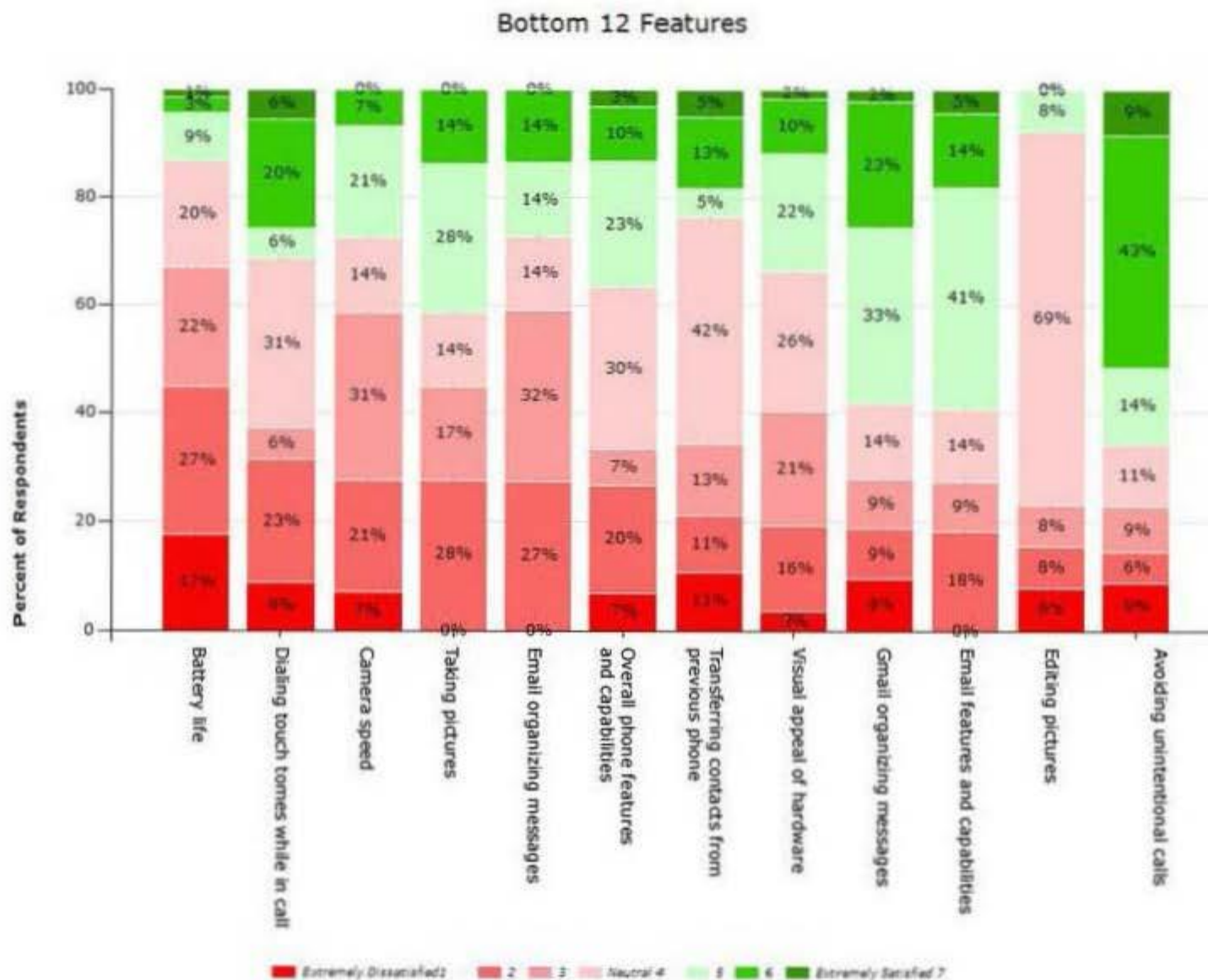
Challenges

- Beachheads: each OEM's / operator's first device
- Dependencies between partner, platform launches (schedules)
- Filling reqs and bringing people on in fast lane

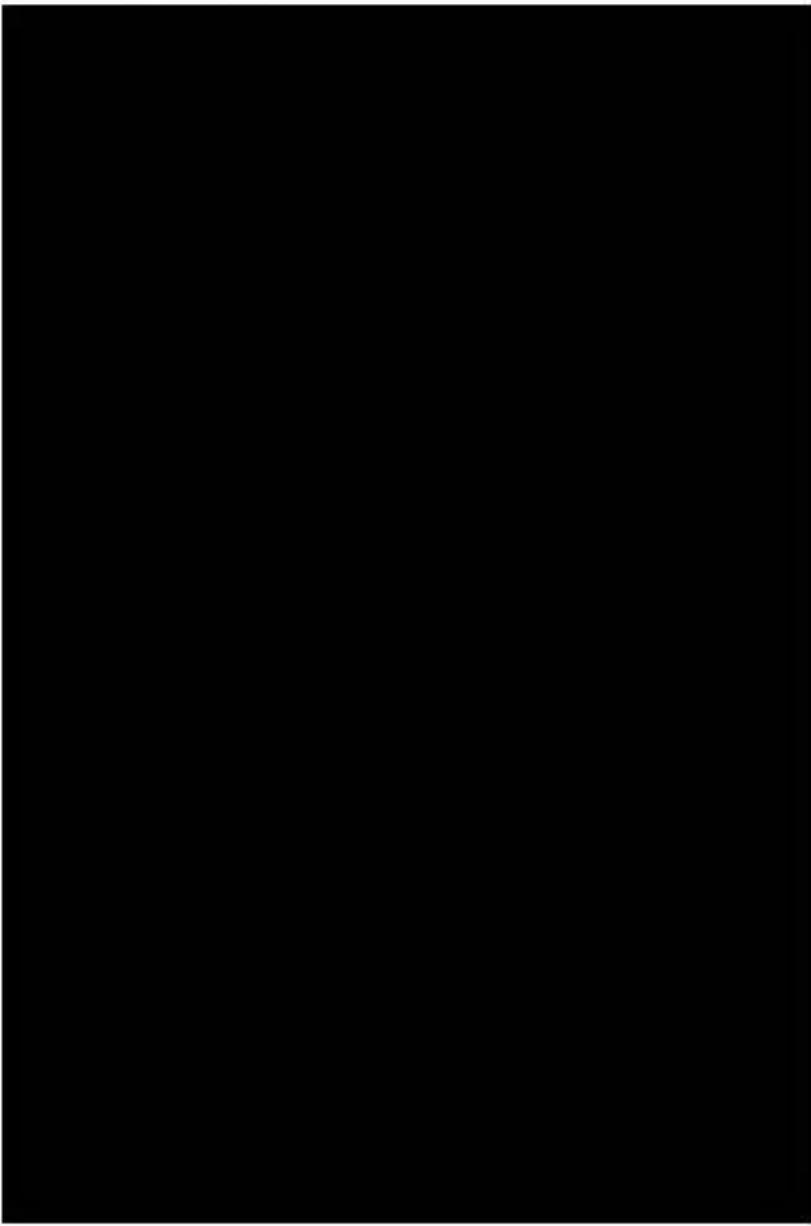
Product Slides

Backup Material

Top 1.0 Customer Complaints



Dialing touch tones during a call...



Before



After